

MEHR PATNI

Content & Brand | Community Building | Building working systems with my AI agents

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PROFESSIONAL SUMMARY

Content, community and go to market, built on consumer psychology. Seven years across regulated and technical products, where the work is mostly making something complicated feel obvious to a person who was not looking for it. The AI agents I build take the repetitive half.

SELECTED ACHIEVEMENTS

- Built an AI brain with Claude Code on a founder's books, talks and philosophy, so publishing across LinkedIn, Instagram and the site turned from writing into approving.
- Raised \$1M across Shark Tank India and Meet the Drapers by simplifying neuroscience to pitch on television.
- Turned technical product specs into Amazon A+ product detail content for Everest (one of India's largest spice brands), Freudenberg Gala (household cleaning) and Bergner (cookware).
- Wrote Where the Heart Is and Kaamyabi Ke Rang for Asian Paints, India's largest paint company: 62M+ reach, 1.2M YouTube subscribers.
- Lifted global brand awareness at Wahed from 4.5% to 30% by launching the Muslim Money Guys podcast with Paul Pogba, Khabib and Islam.

AREAS OF EXPERTISE

Conversion Copy (PDP & Landing Pages)	UX Writing (In-App, Onboarding, Workflows)	Brand Voice & Message Hierarchy
Consumer Behaviour & Purchase Intent	D2C & B2B2C Products	Simplifying Technical Products
Clinical & Health Reporting	Evidence & Claim Substantiation	Customer & Audience Research
A/B Testing & Experimentation	Data Analytics & Reporting	AI Agents & Agentic Workflows
Claude Code & Prompt Engineering	Output Verification & Evals	Creative Briefs & Review Standards
Creative Team Building & Coaching	SEO & Content Discovery	Community Building & Engagement

PROFESSIONAL EXPERIENCE

MAGNA EDUCATION | Content & Community Lead

Feb 2026 - Sep 2026 · Dubai

A private network of 194 senior operators out of YPO, Harvard and MIT

- Removed the founder sign-off bottleneck by building an AI brain with Claude Code, trained on his books, talks and philosophy. Writing turned into approving.
- Ran publishing across LinkedIn, Instagram and the site, where every post starts as a brain draft.
- Researched 194 members into private profiles that feed the brain, so the content knows the room.

STRATOSTECH ACADEMY | Marketing Manager

Nov 2025 - Present · Dubai

Edtech teaching non-technical learners to ship real products with AI

- Built agentic workflows for outreach, creative production and performance ad review, so the function scaled without more headcount.
- Led the marketing function across creative direction, founder messaging and social, while managing the performance team.
- Delivered 125 AED cost-per-lead on a 4,500 AED course ticket in month one of paid (500 AED spend, 4 qualified leads), a 2.7% customer acquisition cost ratio.

IVORY | Marketing Communications Lead

Nov 2023 - Feb 2026 · Mumbai

D2C preventative brain health app. 50+ neuroscience-backed games and an FDA-registered Cognitive Health Checkup, later sold into hospitals

- Moved an FDA-registered Cognitive Health Checkup from consumer to clinical, landing it in hospitals and clinics, by rewriting the positioning and the GTM around it.
- Raised \$1M across Shark Tank India and Meet the Drapers by writing the pitch communications that turned cognitive neuroscience into a story a television audience could follow.
- Set the brand voice for a clinical product sold to consumers, and wrote to it across app copy, campaigns, press releases and investor decks.
- Built and led the creative team across content, design and social.

WAHED | Content Writer & Editor

Jul 2022 - Dec 2022 · Dubai

D2C halal investing platform serving 400,000+ users across the UK, US, Malaysia and UAE under US SEC compliance

- Unified a fragmented brand across every customer surface by defining the tone of voice during Wahed's rebrand, then writing the website, app and in-app copy, journal, newsletters, ads and campaigns to it.
- Kept four regulated markets publishable by clearing every word through US SEC compliance across the UK, US, Malaysia and UAE.
- Lifted global brand awareness from 4.5% to 30% by launching the Muslim Money Guys podcast with Paul Pogba, Khabib and Islam Makhachev.
- Won a globally followed Islamic scholar as brand ambassador by pitching and landing Mufti Menk.
- Served 400,000+ investors with the platform's journal: educational articles, market commentary and monthly roundups.

INTERACTIVE AVENUES | Senior Content Writer

Sep 2019 - Jul 2022 · Mumbai

Full-service digital agency, an IPG Mediabrands company

- Owned the content layer of Asian Paints, the site of India's largest paint company, building shop, product, campaign, blog, home, landing and category pages on Adobe Experience Manager.
- Wrote and built the campaign pages for Where the Heart Is, Asian Paints' celebrity home-tour film series, now in its fourth season.
- Turned technical product specs into Amazon A+ product detail content for Everest (one of India's largest spice brands), Freudenberg Gala (household cleaning) and Bergner (cookware).
- Wrote SEO content for Listerine, Asian Paints, Kansai Nerolac, Zodiac menswear and Pink Foundry skincare.

TOOLS, EDUCATION & LANGUAGES

AI: Claude Code (Opus 5, Fable 5.1), ChatGPT and GPT Image, Perplexity, Lovable, Midjourney, Veo 3, Sora

Analytics & Web: Looker Studio, Google Analytics, Google Ads Manager, Meta Business Suite, Meta Ads Library, SEMrush, Google Search Console, HubSpot, Adobe Experience Manager

Design & Ops: Canva and Canva AI (5 years, hands-on), Figma, Adobe Express, Notion, GitHub, Asana

Education: Bachelor of Management Studies (2012-2015) · Early Childhood Care Education (2017-2018)

Languages: English · Hindi · Gujarati · Arabic (basic, written)